

## Sample Letter to Radio and Television Program Producers

*One effective way to promote radon action during and after National Radon Action Week is to have a knowledgeable, personable spokesperson make a guest appearance on radio or television interviews. To set this up, contact the radio and TV program producers. Use the sample letter below as a guide for creating your letter. Print the letter on your organization's stationary and fill in local information where **[indicated]**. Be sure to follow up this letter with a phone call to answer any questions the producers may have, and to schedule the interview.*

Dear **[Producer]**

I am writing to request your participation in a National Radon Action Week activity that will ultimately help you to protect your family and **[area]** families from the health risks posed by radon. National Radon Action Week kicks off with a Presidential Message from the White House asking Americans to take preventive action on this health risk. The purpose of the week is to draw attention to radon as a serious public health issue and, more importantly, to motivate Americans to take action to protect themselves from radon health effects.

Radon is a health hazard that is present in elevated levels in about **[X]**% of **[area]** homes, which compares with over 6% of homes across all of America. It is a naturally occurring, invisible, odorless gas that is harmlessly dispersed in outdoor air, but when trapped in buildings, can be harmful at elevated levels. The science on radon has been formidable over the years, but never before have we had such overwhelming scientific consensus and robust data to support that exposure to elevated levels of radon causes lung cancer in humans.

The National Academy of Sciences (NAS) in February, 1998 presented the findings of their Biological Effects of Ionizing Radiation (BEIR) VI Report: "The Health Effects of Exposure to Indoor Radon." This report by the NAS is the most definitive accumulation of scientific data on indoor radon. The report confirms that radon is the second leading cause of lung cancer in the U.S. and that it is a serious public health problem. The NAS concluded that radon causes between 15,000 and 22,000 lung cancer deaths each year.

Testing homes for elevated levels of radon is simple and inexpensive. Radon problems can be fixed. **[Area]** residents need to be informed about radon, radon testing, and about what to do if they discover their home has a radon problem. **[Spokesperson]** from **[organization]** can explain to your **[listeners/viewers]** the facts about radon, radon testing, and making repairs to a home with an elevated radon level. **[He/She]** can also answer typical questions such as: Is testing complicated? Expensive? How long does it take? Are repairs expensive? What is involved? Can I do it myself or should I hire someone?

**[Organization]** is the **[local]** affiliate of **[national organization]**. We are aligned with the American Lung Association and the U.S. Environmental Protection Agency in an effort to educate Americans about the dangers of radon exposure and to encourage them to take action to identify and fix radon problems in their homes. To this end, **[organization]** is conducting **[describe local radon action activities]**. The U.S. EPA is also conducting a national public service advertising campaign in conjunction with these efforts.

Please consider having **[spokesperson]** appear as a guest on your **[radio/TV]** station to discuss the health effects of radon and how **[area]** residents can take steps to protect themselves. As you will note from the attached biographical sketch **[he/she]** has considerable expertise in this area and is skilled in translating sometimes complicated scientific recommendations into practical suggestions for the general public.

You will find additional information on **[organization]** and **[local campaign]** enclosed. We will be in touch soon to answer any questions you may have and to determine your interest in having **[spokesperson]** as a guest.

Thank you for your consideration of this serious public health issue.

Sincerely,  
**[your name and title]**